



Q4 NEWSLETTER

The Hollywood Partnership Launches New Text-based Public Safety Notification System

To better alert Hollywood stakeholders of public safety news and intel pertaining to our community, The Hollywood Partnership has launched HWDSAFETY, an additional tool for getting vital information to stakeholders as quickly as possible. With HWDSAFETY, The Hollywood Partnership will provide dependable information about significant, known situations that may threaten the safety of stakeholders in the district.

To subscribe to this free service, simply text HWDSAFETY to 41-411. Message & data rates may apply.

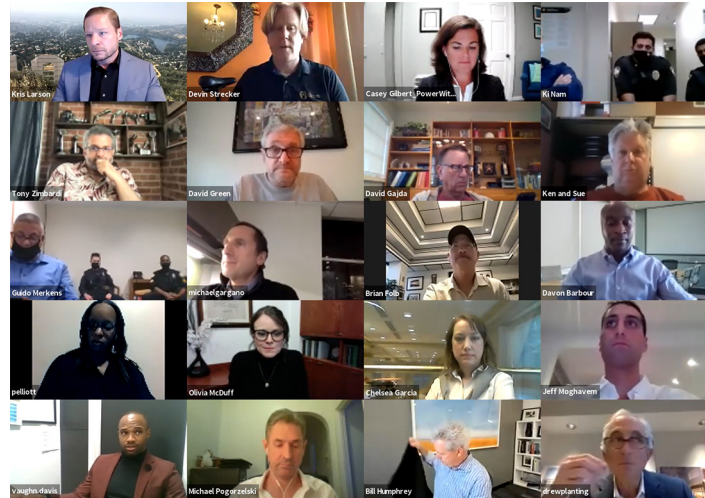
Lights Up: Hollywood

The Hollywood Partnership's place enhancement committee has launched "Lights Up: Hollywood" a façade lighting support program. The program offers up to \$10,000 for lighting projects that will enhance public safety and enliven buildings in the district. Through this new program, The HP will partner with property owners and/or tenants to bring added light and ambiance through the illumination of building façades. Details, and the application, available on our website.

2020 In Review



The Hollywood Partnership's Year in Review video, shown at its annual meeting in November, is available to view on our YouTube channel, or linked directly from the front page of our website, hollywoodpartnership.com.



The Hollywood Partnership hosted its annual All Property Owners Meeting virtually on November 19, followed by the regular monthly board meeting.

Pandemic Continues as Year Comes to End

After rounds of feverish negotiations, Congress finally passed a new COVID-19 stimulus bill right before the holidays in late December. Notably, \$284B has been set aside for small business assistance. As part of the negotiations, the funding expenditure deadline for the July 2019 CARES Act bill has been extended until December 31, 2021 as opposed to this calendar year.

This extension provides some level of relief for both the City of Los Angeles and the County who have both been expeditiously deploying the one-time funding to residents, non-profits and businesses. The existing Regional COVID-19 Relief Fund is funded by a portion of both the City and County's respective CARES Act allocations.

Additionally, help is on the way for our theaters in the form of up to \$10M in grant funding under the terms of the new bill. The Hollywood Partnership will continue to monitor any new programs available to Hollywood businesses and disseminate this valuable information.

The pandemic has affected us all throughout the entirety of 2020; with many businesses shuttered permanently or temporarily, a severe reduction in tourism and pedestrian traffic on our sidewalks and streets, and a second shutdown at the end of the year as Los Angeles County experiences a second surge of Covid-19 hospitalizations. Please refer to our website's Covid Business Resources for more information.

New Board Members, Officers Elected

The Hollywood Partnership welcomes four new board members and five returning board members who were elected in November. The new board members include **Vaughn Davis**, Dream Hotel; **David Gordon**, resident; **Amy Lemisch**, Netflix; and **Joe Rehfeld**, resident. Returning board members included **David Green**, Nederlander West Coast; **Bill Humphrey**, Hudson Pacific Properties, **Chad Lewis**, Klein

Financial Corporation; **Larry Wilkes**, Related California; and **Monica Yamada**, CIM Group.

Drew Planting, GPI Investments, was elected as Chair of the Board; **Katie Zandona**, Ullman Investments, was reelected as Vice Chair. **Tony Zimbardi**, AMDA College and Conservatory of Performing Arts, was elected Secretary. **Monica Yamada** was elected Treasurer.

President's Address

There may never be a year that people want to put into their rearview



mirror more than 2020. It has been challenging for everyone, particularly in a community such as Hollywood which is fundamentally built on the premise of bringing people together.

While it can be easy to list off the challenges of the year and those that still remain ahead, it's more useful to focus in on the bright spots and reasons for optimism in the future.

As the pandemic broke in the spring, one of the most important actions we took was to ensure that our cleaning and security teams could continue their work in keeping our community safe and presentable. Cleanliness and safety are core pillars of The Hollywood Partnership's organizational mandate, and I'm proud to say that we not only maintained our level of service, but we also protected the jobs of the men and women who perform those services for the community. Some of those men and women have been cleaning and patrolling Hollywood for over a decade and will be able to continue their work into the next as we bridge into 2021. For the year, the clean team removed over 700 tons of trash and over 8,000 instances of graffiti from within the district, while the security team responded to more than 6,000 calls for service.

In the spirit of focusing on the positive outcomes from 2020, I'm going to use this column to highlight five of the organization's accomplishments that I'm most proud of the 2020, and also feature five of our ambitions I'm most looking forward to our team achieving in 2021.

Top 5 2020 Accomplishments

- Launched our Hospitality Ambassador team – As the newest and third leg of our integrated Ambassador team, our team of 12 Hospitality Ambassadors patrol the district 7 days per week from 10 AM – 8:30 PM. Their mission: to model ideal citizen behavior and help foster a welcoming, neighborly vibe for all stakeholders (not just tourists).

- Produced quarterly market reports – Aggregating more than 20 secondary data sources, these reports catalog everything happening within the built environment of Hollywood. They include demographic information, occupancy data, pricing, and a detailed inventory of the development pipeline for every real estate product type. They also include data on mobility such as pedestrian counts and Metro red line usage and position the organization to be the go-to entity on market related data on Hollywood.

- Developed a new brand identity – The new "Hollywood Partnership" brand speaks to our role as a community-based organization and creates the space for broader collaborations intended to address challenges and opportunities while embodying the classic look and feel of Hollywood. That brand is carried across our social media handles and helps position our feeds as the voice of and for the Hollywood neighborhood.

- Launched a new website – To better serve our community, we completely revamped our website, expanded its features to include an up-to-date, geo-coded business directory and business development resources, and ensured that it is 100% mobile friendly.

- Restored the Walk of Fame – In partnership with the Hollywood Historic Trust, the Hollywood Chamber and Council District 13, we advanced the restoration of more than 50% of the Walk of Fame – the first major restoration work in over 30 years.

Most Anticipated 2021 Efforts

- Expanding homeless outreach – Homelessness is by far the #1 issue affecting the perceptions of cleanliness and safety in Hollywood. To step up and do more, we are tripling the size of our homeless outreach team to try and help connect more people to services and housing.

- Launching a special projects team – To help address the sanitation side of the homelessness crisis, we are launching a special projects team where our homeless outreach workers and clean team partner to help address cleaning challenges involving abandoned furniture and trash piles adjacent to encampments. In these scenarios, our outreach workers confirm that the items are trash and coordinate with our clean team to facilitate removal.

- Debuting a façade lighting program – As an effort to better accentuate architectural features of historic properties and improve perceptions of safety in the district, this program will help transform the way participating buildings shine at night.

- Partnering to fill vacant tree wells – We have structured a partnership with City Plants and LA Sanitation to fill all of the empty tree wells in the district, cut concrete for new tree wells, and plant trees in those new wells. This partnership will deliver 175 new trees to the district in 2021 at no cost to organization.

- Accelerating economic development program – In response to the economic crisis and to assist with district recovery, we have accelerated the development of our economic development program. Our focus will be helping our existing businesses survive, and when things open back up, also help recruit new businesses that better serve our neighborhood.

*-Kristopher Larson, AICP
President & CEO*

HOLLYWOOD IN FOCUS

Goal 1

Place Management

The committee developed deployment plans for the Clean, Safe, Hospitality, and Homeless Outreach teams for the new year.

A new initiative has launched to assist our homeless outreach workers and clean team partners to address cleaning challenges adjacent to encampments. In these scenarios, our outreach workers confirm that the items are trash and coordinate with our clean team to facilitate removal.

New software geo-locates every special cleaning activity performed (graffiti removal, sticker removal, haz mat, etc.). to provide mapping overlay of team's activities and help gamify their daily work by motivating performance through leaderboards and more.

Goal 3

Stakeholder Engagement

The new Hollywood Partnership website was launched on November 19. The new site reflects the organization's recent rebranding, and includes new functionality including a complete business directory and development map in addition to the blog, street closure alerts, meeting schedules, and business resources.

After releasing our Year in Review video, our Place Enhancement video was released in conjunction with the installation of the Sunset Palm lighting project. In 2020, our videos received over 28,000 views across their various host platforms. Be sure to subscribe to our YouTube page!

Our goal of 50% social media follower growth was achieved in December! Please follow us on social, and feel free to share our posts among your networks! Instagram, Facebook, LinkedIn and Twitter.

Goal 2

Place Enhancement

Our Place Enhancement Manager, Rich Sarian, has structured a partnership with City Plants and LA Sanitation to fill all of the empty tree wells in the district, cut concrete for new tree wells, and plant trees in those new wells. This partnership will deliver approximately 175 new trees to the district in 2021 at no cost to The HP. As part of the new special projects team that we are setting up on the operations side of the house, the new trees will be watered weekly to assist in their establishment and health.

The Goal 2 committee also launched a new mural in November as part of its "Set the Scene" program, and currently is installing new lighting on the palm trees along Sunset Boulevard, as part of the Lighting Master Plan. Holiday decorations were installed in November.

Goal 4

Advocacy & Economic Development

At our most vibrant location, pedestrian activity increased by an average of 8% each in early November, eclipsing the 17,500 daily count threshold for the first time since the counters were installed this summer. Peak Saturday activity grew by a total of 29.3% (17,672 vs 13,658) from early October. Traffic declined following renewed safer-at-home orders preceding Thanksgiving.

Following the approval of the public comment letter by The HP Board on November 19, The HP formally submitted a comment letter, held a special conference with City Planning staff to walk them through our perspectives as enumerated in the letter and attended the public hearing on Wednesday, Dec 9th to provide verbal comment during the hearing.



The HP installed holiday decorations along Hollywood Boulevard in collaboration with the Hollywood Chamber of Commerce.



Jeff Loeb, Hollywood Pantages Theatre, was one of the volunteers who painted the new mural on Las Palmas through The HP's Set the Scene program, a partnership with Arts Bridging the Gap, officers and children of Hollywood Police Activities League and local artist Noah Humes.



Our Hospitality Ambassadors are out and about to make visitors feel safe and welcome in Hollywood, even during the pandemic.



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Maintenance: Joaquin Jimenez, CleanStreet
For maintenance needs, please make a service
request on our website:

www.hollywoodpartnership.com

Hollywood 4WRD Formalized

For over a decade, Hollywood 4WRD has existed as a community coalition to address homelessness in Hollywood. Convening weekly since the onset of the pandemic, dozens of service providers, neighborhood leaders, and representatives from the public and private sector have collaborated to devise solutions to emergent challenges such as food insecurity, keep apprised of emergent local and regional policy measures, and find ways to address gaps in homeless services provision. Recently, a plan to formalize the coalition and provide it with the capacity needed to more permanently link and align the resources available to address the systemic issue of homelessness was developed. Hollywood 4WRD, which once prided itself on its scrappy, volunteer-dependent nature, is now poised to more formally stand up to help tackle one of the most devastating issues of our time.

EMPLOYEES OF THE MONTH

Hospitality



Elliott Jenkins was named November's employee of the month. Elliott Jenkins is a joy to work with, is always on time, and never complains. He is kind, has a great big heart, and always wants to help people.

Clean



Jose Tavares is our Clean Team employee of the month for December. As cleaning supervisor, Tavares is an invaluable member of the team and is always willing to do what it takes to keep Hollywood clean!

Safety



Our Safe Team Employee of the Month is Jayven Charles. Jayven is in the top 5 in all measured categories and is one of our most productive team members. He always comes to work with a smile on his face and warm greeting for everyone in the office.

THE HP BOARD OF DIRECTORS

Drew Planting, Chair – Goldstein Planting Investments

Katie Ullman Zandona, Vice Chair – Ullman Investments

Monica Yamada, Treasurer – CIM Group
Tony Zimbardi, Secretary – AMDA College & Conservatory of the Performing Arts

Bill Humphrey, Immediate Past Chair – Hudson Pacific Properties

Leslie Blumberg – The Fonda Theatre

Vaughn Davis – Dream Hotel

Brian Folb – Paramount Contractors & Developers

David Gajda – Hollywood Media Center

Michael Gargano – Argent Ventures

Chase Gordon – Gordon California Properties

David Gordon – Resident, Condo Owner

David Green – Nederlander West Coast

Chad Lewis – Klein Financial Corporation

Amy Lemisch – Netflix

Jeffrey Moghavem – Archway Holdings

Michael Nazzari – Yorkwood LLC

Michael Pogorzelski – AMPAS

Joe Rehfeld – Resident, Condo Owner

Frank Stephan – Claret West Development

Larry Wilkes – Related

EX-OFFICIO

Rana Ghabban – Hollywood Chamber of Commerce

Dan Halden – CD 13 Heart of Hollywood

Colleen Jimenez – Hollywood Roosevelt Hotel